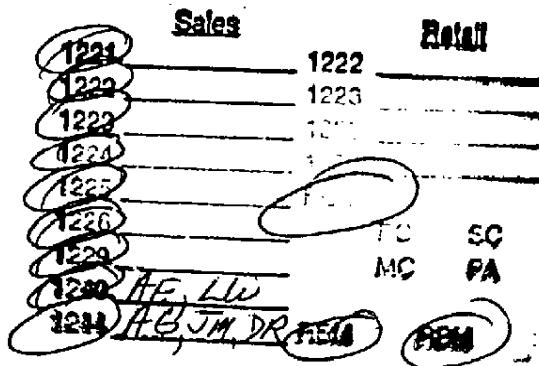


FSC-57-A	3/25/98		
SUBJECT: DORAL CTS Enhanced Brand-Specific Merchandiser - Additional Allocations			
Response Required?	<input checked="" type="checkbox"/> Yes		
Date Required:	April 24, 1998		
DISTRIBUTION:			
X AVP	KAM	DM	Sales
X RSM	AM	RM	1222
RBM	AE	Sales Rep	1223
ROM		Retail Rep	1224



Objective: Regions have the opportunity to request additional allocation of the DORAL CTS Brand Specific Merchandiser for CTS accounts that do not have a Philip Morris contract.

Purpose: Provide regions with a separate and distinct allocation outside of the competitive test allocations for those CTS accounts that do not have a potential contract issue with Philip Morris.

Program Details:

- Additional quantities are available for high volume, high savings CTS outlets without a Philip Morris contract.
- Regions should survey their CTS outlets and complete the attached allocation request form.

Note: Do not commit to an account prior to receiving your allocations.

- Allocations/placements should be in addition to the competitive test allocations previously issued.
- Completed request forms should be summarized at region level and sent to David Cook in Winston-Salem by April 24, 1998. *TO RORY BY APRIL 17*
- Allocations will be entered with immediate availability.

Program Contact: David Cook, extension #6550

R. J. REYNOLDS TOBACCO COMPANY

Attachment

51843 7516

DORAL CTS Brand Specific Merchandiser Allocation Request Form

Date:

Region Name

Region #

RSM Approval

Allocation Requested:

<u>Item Description:</u>	<u>Item #</u>	<u>Sku Quantity Requested</u>	
Doral CTS Home of Value	540350	<input type="text"/>	Base wall unit
Doral CTS Home of Value Enhancements	540353	<input type="text"/>	Fence, Arch, Mailbox

NOTE: You must order 1 Doral CTS Home of Value #540350 for every Enhancement #540353 sku ordered.

Regions: Return completed request form to David Cook by April 24, 1998

(Form will be e-mailed to Region Sales Managers week of 3/30/98)

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